

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Simply Divine LLC

#### Maine Manufacturing Extension Partnership

#### Simply Divine Brownies See Huge Improvements with Maine MEP Assistance

##### Client Profile:

Simply Divine LLC opened its doors in 2004 in answer to a demand for gourmet brownies made with the finest ingredients. The company offers a wide spectrum of toppings and frostings on Simply Divine Brownies, with the distinction of offering the first collection of hand cut and hand decorated shaped brownies in the country. The mother-daughter enterprise currently employs 15 people at its production facility in Freeport, Maine. Their products have been featured on the NBC Today Show, the Rachael Ray Show, and on numerous Food Network programs.

##### Situation:

Simply Divine Brownies was a start-up company facing many growing pains. Getting new hires trained and productive, standardizing processes and procedures, maximizing usage of manufacturing space, and creating an efficient manufacturing environment were some of the immediate needs faced by Simply Divine. The company contacted the Maine Manufacturing Extension Partnership (Maine MEP), a NIST MEP network affiliate, for help.

##### Solution:

Maine MEP assisted with funding sources, sales and marketing strategies, and introductions to other state economic development resources such as the Maine Small Business Development Center, Maine Technology Institute, and the University of Maine Advanced Manufacturing Center. With training and consulting provided by Maine MEP and the approval of two Maine Technology Institute seed grants for a CNC brownie cutting machine and a frozen brownie batter product line feasibility study, Simply Divine had the initial tools to grow. Processes were put into place for standard operating procedures and costing for four major product lines totaling over 100 individual products. A new layout was developed for the Freeport facility which included order tracking, kanbans for batches, ingredients tracking, and visual controls. Numerous team members participated in the Principles of Lean Manufacturing training. The team member training combined with Maine MEP consulting helped the company develop job descriptions, a business planning method, packaging process improvements, and streamlined packaging and shipping steps.

##### Results:

- \* Achieved 100 percent growth in one year.
- \* Created 16 new jobs.
- \* Achieved a more competitive and profitable position.

##### Testimonial:

"Maine MEP helped us with every single step from baking to shipping. We wouldn't be where we are today without the Maine MEP. It's amazing; they are our guardian angels."

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Trina Beaulier, CEO